



PANZ INTERNATIONAL CONFERENCE 2018

PUBLISHING MATTERS: Fresh Perspectives, New Directions

PANZ INTERNATIONAL CONFERENCE 2018: PUBLISHING MATTERS

DAY ONE: Thursday 28th June

	Session		Speaker	Content
8.45 AM	REGISTRATIONS OPEN			
9.45 AM	OPENING REMARKS		Peter Dowling, PANZ President	
10.00 AM	OPENING KEYNOTE	WHY PUBLISHING MATTERS.	Hugo Setzer, Vice President of the International Publishers Association & CEO of Manual Moderno, Mexico	In a distracted and busy world, the role that we as publishers have to play and the contribution that we have to make, has never mattered more. In this rallying opener, Hugo Setzer will draw on his experiences as an academic publisher in Mexico, and the crucial work of the International Publishers Association.
10.30 AM	KEYNOTE	GLOBAL MARKETS: FINDING YOUR NEW ZEALAND FIT.	Nerrilee Weir, International Rights Manager, PRH Australia	What is the current state of play with global markets and where is our New Zealand content appealing most? Laced with case studies and best practise, one of our region's most experienced rights managers will share her insights.
11.15 AM	PANEL	DIVERSITY IN PUBLISHING: HOW DO WE REDRESS THE BALANCE?	Full Panel TBC	Local and international speakers discuss this most pertinent of topics in publishing today. Does who we are reflect what we publish? Gender, race, age and socio-economics will all be on the table for debate.
12.15 PM	KEYNOTE	THE TRANSFORMATIVE POWER OF EDUCATION ACTING ON THE EVIDENCE: CREATIVE PARTNERSHIPS TO DELIVER CHANGE.	Denise Cripps, Educational Publishing Consultant, Oxford, UK	Drawing on her vast experience (including developing the world-renowned Oxford Reading Tree), Denise will talk to the tremendous potential of literacy resources that result from publishers, researchers and government agencies collaborating well.
1.00 PM	LUNCH			
1.45 PM	Workshop 1 OR	CHILDREN INTERACTING WITH THE PAGE: WHAT'S WORKING NOW AND WHERE ARE THINGS HEADED?	Full Panel TBC	How best to present your children's literature and resources? What are readers enjoying the most; what is most effective and where-to next? Local and international speakers share their experiences.
	Workshop 2	DOES AMAZON KEEP YOU AWAKE AT NIGHT? ONLINE SALES AND ONLINE MARKETING - ARE YOU MAKING THE MOST OF OPPORTUNITIES?	Full Panel TBC	With Amazon now looming large in Australia, what can New Zealand publishers be doing to be match-fit? How can we leverage more sales in the online space?
2.45 PM	Workshop 3 OR	BRAVE NEW WORLD: DIFFERENT PUBLISHING MODELS.	Full Panel TBC	The increasing squeeze on retail shelves and the loud shift to digital classroom resources means that canny publishers are having to look for new ways to find customers. Hear about the best (and worst!) experiences.
	Workshop 4	EMERGING MARKETS AND NEW OPPORTUNITIES.	Full Panel TBC	Our international speakers throw light on their own markets and advise on how best to do business in their part of the world: Asia; Europe and the Americas.
3.30 PM	Afternoon Tea			
4.00 PM	KEYNOTE	THE CURRENCY OF LEGITIMACY: NAVIGATING A CHANGING EDUCATION LANDSCAPE.	Lynne Beachy Head, CEO of the Training Room, South Africa	The educational landscape in South Africa has changed and evolved at a rapid pace. Identifying when resources should change; when to digitise or where to offer print, platforms or app development - getting the timing and decisions right have a huge impact on remaining relevant AND profitable. Lynne Beachey Head will share valuable insights and views for the NZ context.
4.45 PM	IN CONVERSATION	LESSONS FROM THE BOOKSHOP FLOOR.	Joan McKenzie, Head of Books, Whitcoulls	Joan Mackenzie has enjoyed a long and varied career in the world of publishing and bookselling - there isn't much that she hasn't seen, nor had influence over. In conversation with fellow bookish stalwart Kevin Chapman, Joan will lift the lid on an esteemed bookselling career and give candid recommendations for how we could all be selling more. Not to be missed!
5.30 PM	PANZ AGM 2018			
6.15 PM	NETWORKING DRINKS			
7.00 PM	CONFERENCE DINNER <i>with author Tom Scott</i>			

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DAY TWO: Friday 29th June				
	Session		Speaker	Content
7.45 AM	EDUCATION NETWORKING BREAKFAST	SPONSORED BY EDUCATION NEW ZEALAND	TBC	An opportunity to meet and connect with educational publishing colleagues and our overseas speakers in an informal setting, accompanied by a light breakfast with tea and coffee.
7.45 AM	FUNDING BREAKFAST	CREATIVE NEW ZEALAND'S NEW INVESTMENT STRATEGY	Malcolm Burgess (Arts Practice Director) and Jude Chambers (Manager International Services and Initiatives)	Creative New Zealand's new investment strategy indicates that changes are afoot. Join two of the CNZ team to find out more. A light breakfast with tea and coffee will be available.
9.00 AM	KEYNOTE	HOW RESILIENT IS YOUR BUSINESS?	Andy Hamilton, CEO, The Icehouse	Since it's inception in 2001, the Auckland-based Icehouse has worked with and helped build over 5,000 small and medium businesses from across New Zealand. Leading from the front, Andy Hamilton knows better than most what the hallmarks for success are. He also knows how organisations big and small, need to adapt during the tough times too. Resilience is a critical ingredient to business success and longevity. What is it? And how do you get it?
9.45 AM	DEBATE	OPEN ACCESS EDUCATION, AUTHORS AND RESOURCES. FRIEND OR FOE?	Chair: Paula Browning, Copyright Licensing New Zealand	The push for cheaper and digital resource sharing remains a hot topic amongst educationalists especially. Where do the rights of copyright holders sit amongst this and should authors and publishers retain full control over their work? Both sides are ready to argue their case!
10.45am	Morning Tea			
11.15 PM	KEYNOTE	BEHIND THE CURTAIN: FINDING AND LIFTING YOUR PUBLISHING AMBITION. AN INDEPENDENT PUBLISHER SPEAKS OUT.	Sarah MacLachlan, President & Publisher, Anansi Publishing, Canada	From small beginnings in the late 1960s, Canada's House of Anansi has firmly established itself as a ground-breaking publisher with significant mettle, with Margaret Atwood and Michael Ondaatje amongst the first names on its lists. President and Publisher Sarah MacLachlan has been instrumental in Anansi House's more recent achievements. She'll offer her learned insights on publishing ambition and aspiration, and why it's imperative that you should have the same.
12.00 PM	KEYNOTE	INCLUSIVITY AND DIVERSITY IN PUBLISHING AND WHY WE SHOULD ALL CARE.	Josie Dobrin, CEO Creative Access, UK	Diversity in the creative industries (or the lack of it) is a hot topic and Creative Access is at the heart of driving change in the UK. Josie Dobrin will talk about how their innovative programmes for UK publishers especially, are making a difference. And with a firm focus on the future, how might we implement these ideas here in New Zealand?
12.45PM	CLOSE	CLOSING REMARKS	Peter Dowling, PANZ President	

Sarah MacLachlan is attending the PANZ conference as part of Creative New Zealand’s Te Manu Ka Tau programme. We are grateful to Creative New Zealand for their support.

Denise Cripps and Lynne Beachy-Head’s attendance at conference is supported by Education New Zealand who are also generously supporting the education breakfast. We are grateful to Education New Zealand for their support.

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